

To: WAAF Westborough MA
WAAF-HD1 Westborough MA
WKAF Brockton MA
WKAF-HD1 Brockton MA
WWEI-HD2 Easthampton MA Public File

From: Kerry Popp, Producer
Phil Zachary, VP/Market Manager, Entercom- Boston

Re: Public Affairs Quarterly Report

For: 1st Quarter 2016 (January-March)

Date: April 5, 2016

This quarter, the radio stations listed above identified the following as community issues:

1. **Arts & Culture**
2. **Community Awareness**
3. **Current Events**
4. **Education**
5. **Health**
6. **History/Politics**
7. **Personal Well-Being**

An average of 625 minutes per week were devoted this quarter for public affair issues. The radio stations listed above identified these issues through on-air awareness, fundraising, and the public affairs program, Q&A. The following is a complete list of topics aired during the 1st Quarter of 2016.

1. **Arts & Culture** - Includes the issues of the culture of intelligence, literature, inner beauty, and controversial memorabilia.
2. **Community Awareness** - Includes the issues of historical renovations, and hydrology & Boston.
3. **Current Events** - Includes the issues of the economy, politics, digital media, and the opioid crisis.
4. **Education** - Includes the issue of teaching methods for science and math.
5. **Health** - Includes the issues of soft addictions, heart health month, prematurity, nutrition, relationships, exercise, hypertension, high cholesterol, arthritis, orthopedic health, and seasonal allergies.

6. **History/Politics** - Includes the issues of Vietnam War, Abraham Lincoln's presidency, a local look at presidential politics, and Joe Moakley.

7. **Personal Well-Being** - Includes the issues of spiritual wellness, Pilates, divorce & children, workout therapy, personal success, coping with a narcissist, balancing work and family.

Public Affairs Report Sorted By Issue For The 1st Quarter of 2016 (January-March)

ARTS & CULTURE

Topic: Inventing the Egghead

Program: Commonwealth Journal

Guest: Aaron Lecklider, UMass Boston Professor, Cultural Historian, and Author of Inventing the Egghead: The Battle Over Brainpower in American Culture

Length: 27:57

Aired: January 24, 2016, 6:00 AM

Topic: Arsenic and Clam Chowder

Program: Commonwealth Journal

Guest: James Livingston, Author of Arsenic and Clam Chowder

Length: 27:00

Aired: January 31, 2016, 5:30 AM

Topic: The Beauty Experiment

Program: Commonwealth Journal

Guest: Phoebe Baker Hyde, Author of The Beauty Experiment: How I Skipped Lipstick, Ditched Fashion, Faced the World without Concealer, and Learned to Love the Real Me

Length: 26:40

Aired: February 28, 2016, 6:00 AM

Topic: Collecting Racist Memorabilia

Program: Commonwealth Journal

Guest: Chico Colvard, Filmmaker of documentary about collectors of racist memorabilia

Length: 27:40

Aired: March 6, 2016, 6:00 AM

COMMUNITY AWARENESS

Topic: Historical Renovations

Program: Commonwealth Journal

Guest: Frank Shirley, Architect and Author of New Rooms for Old Houses
Length: 27:44
Aired: January 10, 2016, 6:00 AM

Topic: Stormy Weather Ahead
Program: Commonwealth Journal
Guest: Ellen Douglas, Associate Professor of Hydrology at UMass Boston
Length: 27:10
Aired: March 13, 2016, 6:00 AM

CURRENT EVENTS

Topic: The Economy and Socio-Political Responsibility
Program: Commonwealth Journal
Guest: Martin Gilens, Princeton Professor and Author of Affluence and Influence
Economic Inequality
Length: 26:57
Aired: January 17, 2016, 6:00 AM

Topic: The Impact of Digital Media
Program: Commonwealth Journal
Guest: Brian Halley, UMass Press Editor
Length: 27:45
Aired: February 14, 2016, 6:00 AM

Topic: Addiction, Recovery, and the Opioid Crisis
Program: Commonwealth Journal
Guest: Bill Carlo, Director of UMass Boston's Addictions Counselor Education Program
Length: 26:43
Aired: March 27, 2016, 6:00 AM

EDUCATION

Topic: Are We Teaching Science Wrong?
Program: Commonwealth Journal
Guest: Arthur Eisenkraft, Director of the Center of Science and Math in Context (COSMIC) at UMass Boston
Length: 26:45
Aired: March 20, 2016, 6:00 AM

HEALTH

Topic: Soft Addictions

Program: Project Health Radio

Guests: Judith Wright, Author of The Soft Addiction Solution; Dr. April Lane Benson on compulsive buying; Coleen Moore of the Illinois Institute for Addiction Recovery on treatment

Length: 29:00

Aired: January 24, 2016, 5:30 AM

Topic: Cardiovascular Health, Prematurity, and Eating Right

Program: Project Health Radio

Guests: Melanie True Hills, A Woman's Guide to Saving Your Own Life; Dr. Allen Fleischman of the March of Dimes; Liz Neporent, fitness expert

Length: 29:00

Aired: February 7, 2016, 5:30 AM

Topic: Heart Health, Relationships, Exercise

Program: Project Health Radio

Guests: Bruce Friedman on the coronary artery scan; Dr. Kevin Leman, Author of 7 Things He'll Never Tell You; Todd Galotta, Certified Personal Trainer

Length: 29:00

Aired: February 14, 2016, 5:30 AM

Topic: Heart Health Month

Program: Project Health Radio

Guests: Dr. George Kondos of Heart Check America; Bruce Friedman of Heart Check America; Dr. Nica Goldberg, Author of Women Are Not Small Men; Joy Behar on the Go Red for Women campaign

Length: 29:00

Aired: February 21, 2016, 5:30 AM

Topic: A Chronic Situation

Program: Project Health Radio

Guests: Beverly Kaski, Specialist Pharmacist; Mark Spitz, Olympic Medalist on high cholesterol; Bob Beaman, Olympic Medalist on high blood pressure

Length: 29:00

Aired: February 28, 2016, 5:30 AM

Topic: Of Joint Interest

Program: Project Health Radio

Guests: Dr. Rocco Monto, Spokesperson for American Academy of Orthopaedic Surgeons; Dr. Henry McCarol, Spokesperson for American Academy of Orthopaedic Surgeons; Dr. John Klippel, President and CEO of the Arthritis Foundation

Length: 29:00

Aired: March 20, 2016, 5:30 AM

Topic: It's Allergy Season

Program: Project Health Radio

Guests: Angel Waldron, Communications Manager for Asthma and Allergy Foundation of America; Dee Sandquist, Registered Dietician with the American Dietetic Association; Dr. Peter Bruno, Internist and Clinical Associate Professor of Medicine at New York University School of Medicine on allergy shots

Length: 29:00

Aired: March 27, 2016, 5:30 AM

HISTORY/POLITICS

Topic: 12 Days in Vietnam

Program: Commonwealth Journal

Guest: Alex Liazos, Sociologist and Author of 12 Days in Vietnam

Length: 27:40

Aired: January 3, 2016, 6:00 AM

Topic: Lincoln's Tragic Pragmatism

Program: Commonwealth Journal

Guest: John Burt, Professor at Brandeis University and Author of Lincoln's Tragic Pragmatism

Length: 27:59

Aired: January 31, 2016, 6:00 AM

Topic: A Look at Presidential Politics

Program: Commonwealth Journal

Guest: Moe Cunningham, Political Science Professor at UMass Boston

Length: 27:55

Aired: February 7, 2016, 6:00 AM

Topic: Joe Moakley's Journey

Program: Commonwealth Journal

Guest: Mark Robert Schneider, Author of Joe Moakley's Journey: From Boston to El Salvador

Length: 28:11

Aired: February 21, 2016, 6:00 AM

PERSONAL WELL-BEING

Topic: How to Change Your Life in the New Year

Program: Project Health Radio

Guests: Dr. Laura Bank, Associate Director of Physician Assistants Program at Still University and Author of Pearls of Wellness: 52 Inspirations to Achieve a Peaceful Body, Mind, and Spirit; Kathleen Pagnini, ACE Certified Personal

Trainer, Pilates and Chocolate DVD; Dr. Jessica Lippman, Author of Divorcing with Children: Expert Answers to Tough Questions from Parents and Children

Length: 29:00

Aired: January 3, 2016, 5:30 AM

Topic: Get Active

Program: Project Health Radio

Guests: Dr. Cedric Bryant, Chief Science Officer for the American Council on Exercise; Dr. Kate Hays, Licensed Psychologist and Author of Move Your Body, Tone Your Mood: The Workout Therapy Workbook; Kim Rostello, Associate Director of Programs and Services of the Human Performance Lab at the University of Illinois

Length: 29:00

Aired: January 10, 2016, 5:30 AM

Topic: Building A Better You

Program: Project Health Radio

Guests: Dr. Cedric Bryant, ACE on greening your workout; Richard St. John, Author of Stupid, Ugly, Unlucky and Rich; David Niven, Author of The Simple Secrets for Becoming Healthy, Wealthy, and Wise: What Scientists Have Learned and How You Can Use It

Length: 29:00

Aired: January 17, 2016, 5:30 AM

Topic: It's Personal

Program: Project Health Radio

Guests: Gwendy Mangiamiele, Co-author of You and Me Make Three on children and parents coping with divorce; Wendy Behary, Clinical Social Worker and Author of Disarming the Narcissist: Surviving and Thriving with the Self-Absorbed

Length: 29:00

Aired: March 6, 2016, 5:30 AM

Topic: The Balancing Act

Program: Project Health Radio

Guests: Lisa Dunning, Family Marriage Therapist; Christina Goyanas, Editor of Women's Health Magazine; Jim Bird, CEO of WorkLifeBalance.com

Length: 29:00

Aired: March 13, 2016, 5:30 AM

COMMUNITY FORUM

Topic: Good News for Girls Everywhere

Organization: Girls Scouts of the United States of America

Time: 00:30

Aired: January 3, 2016

Topic: Adopt Greyhounds
Organization: Greyhound Friends
Time: 00:30
Aired: January 3, 2016

Topic: Preserve Your Hearing, Preserve Your Health
Organization: Hearing Loss Association of America, HealthInnovations (HI)
Time: 00:30
Aired: January 3, 2016

Topic: CPR Certification Course (January)
Organization: Health Ed of New England
Time: 00:30
Aired: January 3, 2016

Topic: Car Corner
Organization: Car Care Council
Time: 00:30
Aired: January 10, 2016

Topic: Become a Volunteer
Organization: Horizons for Homeless Children
Time: 00:60
Aired: January 10, 2016

Topic: Caring for Older Adults
Organization: US Administration on Aging
Time: 00:30
Aired: January 10, 2016

Topic: Eye on Children's Vision
Organization: American Optometric Association
Time: 00:30
Aired: January 10, 2016

Topic: Wake Up Refreshed and Energized!
Organization: Entercom
Time: 00:30
Aired: January 17, 2016

Topic: Top Ten Scams of 2015
Organization: Better Business Bureau
Time: 01:30
Aired: January 17, 2016

Topic: The Importance of Saving for College

Organization: College Savings Plans Network

Time: 00:30

Aired: January 24, 2016

Topic: Job Training & Employment

Organization: Goodwill

Time: 00:30

Aired: January 24, 2016

Topic: Car Care Aware

Organization: Car Care Council

Time: 00:30

Aired: January 24, 2016

Topic: "Selections" Contemporary Art Exhibition at MassArt

Organization: Massachusetts College of Art and Design

Time: 00:30

Aired: January 24, February 14, 2016

Topic: Create a Budget and Stick to It!

Organization: Better Business Bureau

Time: 01:30

Aired: January 31, 2016

Topic: Cold Weather Wake-Up Call for Cars

Organization: Car Care Council

Time: 00:30

Aired: January 31, 2016

Topic: Foster a Dog

Organization: Baypath Humane Society

Time: 00:30

Aired: January 31, February 7, 14, 2016

Topic: CPR Certification Course (February)

Organization: Health Ed of New England

Time: 00:30

Aired: January 31, February 7, 14, 21, 2016

Topic: Avoid Becoming a Victim in 2016

Organization: Better Business Bureau, Eversource

Time: 01:30

Aired: February 7, 2016

Topic: News for Older Americans

Organization: National Association of Area Agencies on Aging

Time: 00:30

Aired: February 14, March 20, 2016

Topic: Get Help with Your Taxes

Organization: National Association of Enrolled Agents

Time: 00:60

Aired: February 21, March 6, 20, 2016

Topic: Tips to Protect Consumers in 2016

Organization: Better Business Bureau

Time: 01:30

Aired: February 21, 28, 2016

Topic: February is Heart Health Month

Organization: Entercom, American Heart Association

Time: 00:60

Aired: February 28, 2016

Topic: Nominate a Young Hero

Organization: Gloria Barron Prize for Young Heroes

Time: 00:30

Aired: February 28, March 6, 2016

Topic: Warning of Springtime Home Improvement Scams

Organization: Better Business Bureau

Time: 01:30

Aired: March 6, 2016

Topic: All Veteran Career Fair

Organization: RecruitMilitary

Time: 00:30

Aired: March 6, 13, 20, 27, 2016

Topic: Filing Taxes? Tips to Avoid Tax Identity Theft

Organization: Better Business Bureau

Time: 01:30

Aired: March 13, 2016

Topic: CPR Certification Course (March)

Organization: Health Ed of New England

Time: 00:30

Aired: March 13, 20, 2016

Topic: Walk to Create a World Free of MS at Walk MS: Boston

Organization: National Multiple Sclerosis Society

Time: 00:30

Aired: March 27, 2016

Topic: Scammers Blast Students with Job Con Emails

Organization: Better Business Bureau

Time: 01:30

Aired: March 27, 2016

PUBLIC SERVICE ANNOUNCEMENTS

Topic: Obesity Prevention

Organization: Centers for Disease Control and Prevention, US Department of Health and Human Services

Time: 00:30

Aired: 1/3/16, 2/14/16, 3/27/16

Topic: Imagine

Organization: St. Jude Children's Research Hospital

Time: 00:20

Aired: 1/3/16, 3/6/16, 3/13/16

Topic: Lisa Edelstein—Choosing Healthy Foods

Organization: The Cancer Project

Time: 00:30

Aired: 1/3/16

Topic: Spay or Neuter

Organization: People for the Ethical Treatment of Animals (PETA)

Time: 00:30

Aired: 1/3/16, 1/10/16, 2/28/16

Topic: Imagine

Organization: St. Jude Children's Research Hospital

Time: 00:30

Aired: 1/10/16

Topic: Don't Be Blind to Diabetes

Organization: American Diabetes Association

Time: 00:60

Aired: 1/10/16, 1/17/16, 1/24/16, 2/7/16, 2/14/16, 2/28/16, 3/20/16

Topic: Chronic Fatigue Syndrome

Organization: Chronic Fatigue Syndrome

Time: 00:30

Aired: 1/10/16

Topic: My Grandfather
Organization: Us Department of Veterans Affairs
Time: 00:30
Aired: 1/10/16, 2/7/16, 3/13/16

Topic: Kiss Those Lines Goodbye
Organization: Allergan
Time: 00:60
Aired: 1/17/16

Topic: Great Hair Day
Organization: Head and Shoulders
Time: 00:60
Aired: 1/17/16

Topic: Lumbar Spinal Stenosis
Organization: Stabilimax
Time: 00:60
Aired: 1/17/16

Topic: Imagine
Organization: St. Jude Children's Research Hospital
Time: 00:60
Aired: 1/17/16

Topic: Games of Chance
Organization: National Council on Problem Gambling
Time: 00:15
Aired: 1/24/16 (x2)

Topic: Hip and Knee Replacement/Total Joint Surgery
Organization: American Academy of Orthopaedic Surgeons
Time: 00:60
Aired: 1/24/16

Topic: Recycling Fluorescent Lightbulbs
Organization: Environmental Protection Agency
Time: 00:30
Aired: 1/24/16, 3/6/16

Topic: Samuel L. Jackson—Pediatric Cancer
Organization: Stand Up to Cancer, St. Baldrick's Foundation
Time: 00:30
Aired: 1/31/16, 2/28/16

Topic: Ashley Judd

Organization: Peace Corps

Time: 00:30

Aired: 1/31/16, 3/6/16

Topic: A Baby's Story

Organization: March of Dimes

Time: 00:20

Aired: 2/7/16, 2/14/16

Topic: Men's Grooming Routines

Organization: Allergan

Time: 00:60

Aired: 2/7/16

Topic: A Baby's Story

Organization: March of Dimes

Time: 00:60

Aired: 2/7/16 (x2), 2/28/16, 3/6/16

Topic: Aphrodite's Spa—Check Yearly, See Clearly

Organization: AARP, Vision Council

Time: 00:60

Aired: 2/7/16

Topic: LDL and Cholesterol

Organization: WellCall.com

Time: 00:60

Aired: 2/14/16

Topic: Someday

Organization: Social Security Administration

Time: 00:30

Aired: 2/21/16, 3/20/16

Topic: Sickie Cell

Organization: Tate Brothers Foundation, Novartis

Time: 00:60

Aired: 2/21/16

Topic: Invasive Fungal Infection

Organization: Noxafil, Schering-Plough

Time: 00:60

Aired: 2/21/16

Topic: Environmental Pollutants and Your Hair

Organization: Head and Shoulders

Time: 00:60

Aired: 2/21/16

Topic: Playground Safety

Organization: American Academy of Orthopaedic Surgeons

Time: 00:60

Aired: 2/28/16, 3/20/16

Topic: Osteoporosis

Organization: American Academy of Orthopaedic Surgeons

Time: 00:60

Aired: 2/28/16

Topic: Diabetes 10 City Challenge

Organization: GlaxoSmithKline

Time: 00:60

Aired: 2/28/16

Topic: Date to the Doctor

Organization: American Academy of Orthopaedic Surgeons

Time: 00:60

Aired: 3/6/16

Topic: Rusty Wallace: Buckle Up

Organization: US Department of Transportation

Time: 00:60

Aired: 3/6/16

Topic: Spinal Cord Injuries

Organization: American Academy of Orthopaedic Surgeons, American Spinal Cord Injury Association

Time: 00:60

Aired: 3/6/16

Topic: Adopt a Pet

Organization: Worcester Animal Rescue League

Time: 00:30

Aired: 3/6/16

Topic: Rachelle Lefevre: Adopt, Don't Shop

Organization: Best Friends Animal Society

Time: 00:30

Aired: 3/6/16

Topic: Osteoarthritis of the Knee

Organization: Sanofi-Aventis

Time: 00:60

Aired: 3/13/16

Topic: Alzheimer's

Organization: Pfizer Pharmaceuticals

Time: 00:60

Aired: 3/13/16

Topic: Veteran Affairs—Make the Connection

Organization: US Department of Veterans Affairs

Time: 00:30

Aired: 3/20/16

Topic: Pertussis

Organization: Sanofi-Pasteur

Time: 00:60

Aired: 3/27/16

Topic: Prostate Cancer

Organization: Sanofi-Aventis

Time: 00:60

Aired: 3/27/16

Topic: Heart Attacks and Strokes

Organization: Pfizer Pharmaceuticals

Time: 00:60

Aired: 3/27/16

Topic: Hypertension

Organization: King Pharmaceuticals, American Heart Association

Time: 00:60

Aired: 3/27/16

Public Service Campaigns

WAAF raised funds for the Boston Marathon Survivors

WAAF promoted and sponsored the 2nd Annual New Hampshire Runs with Boston, a fundraiser held at Boston Billiards in Nashua, New Hampshire on March 31, 2016. Greg Hill hosted and promoted the event on the Hill-Man Morning Show throughout the first quarter. Donations supported those affected by the 2013 Boston Marathon Bombing.

WAAF raised funds for various local families in 1st quarter 2016

WAAF and the Greg Hill Foundation raised awareness and funds for local families. Donations were made for the Family of State Police Trooper Thomas L. Clardy who died in the line of duty on March 16, 2016. Also helped, the DeLucia Family of Franklin who lost everything in a house fire.

WAAF promoted and sponsored various charity events in 1st quarter 2016

WAAF promotes and sponsors various charities with on-air mentions in the segment called "Give 'Em Hell-p." These PSAs highlight 1-2 charity events with which WAAF is participating.

WAAF website promotes charity work in 1st quarter 2016

WAAF's website continues to promote various charities by providing information to the community. WAAF's website links listeners with community events like Massachusetts Fallen Heroes Memorial, MDA Muscle Team Gala to benefit Muscular Dystrophy Association, Boston Bruins Alumni Benefit Game for the Jason Ritchie Hockey Scholarship Fund, 2016 Music Fest Benefit Concert for the Perkins School for the Blind and local food pantries, A Leg Forever Charitable Foundation Fundraiser 2016-Boston Marathon, 2nd Annual New Hampshire Runs with Boston, Military & Veteran Families Community Night & Spaghetti Dinner, Run for the Troops 5K, Fraternal Order of Fire Fighter Military Veterans, Inc. Event, Guns 'N Hoses: Cambridge Fire vs. Cambridge Police MDA Charity Hockey Game, Children's Advocacy Center of Suffolk County: The Ginormous Climb, Friends of Boston's Homeless Celebrates 29th Annual Beyond Shelter Gala to raise funds for Housing First Initiative, Rowley 5K Road Race & Fun Run, 1st Annual Brad Cutting Alumni Ice Hockey Game to benefit the Brad Cutting Alumni Scholarship Award, and Silkie's Hike 2016.